



The Center for Workforce Development—Bridging the Placement Gap

The Need

More than 1,000 federally and state-funded workforce development/placement programs currently operate in the United States. These programs are generally effective in the areas of youth leadership/life management, advocacy, and recruiting at-risk populations, but most struggle to create lasting change for participants through post-program placement, in either employment or post-secondary education.

While there are many reasons for the lack of success with placement, the most significant challenge is typically resource allocation—programs make the understandable choice, with finite resources, to focus on development and training over post-program transitions.

Particularly in today's economy, however, vocational training and workforce development programs must have strong job placement capabilities if they are to help participants achieve real, long-term success.

The Solution

The Center for Workforce Development (CWD) offers a solution to this major obstacle facing thousands of participants and programs. CWD's expert placement professionals, with more than 15 years of experience in workforce development, become your placement resource—providing a complete solution for helping your participants bridge the gap between training and job placement. *We help you place individuals with multiple barriers to employment in positions that will utilize their training/skills and put them on a long-term career path.*

A Proven Path to Placement

Most companies today rely on outside firms to vet potential candidates because doing so gives them a deeper, more targeted candidate pool; increases long-term retention; and reduces the overall cost of staff recruitment. CWD's placement solution leverages this model to benefit your

Let us help you provide your participants with a successful future.

What We Do

- Placement
- On-the Job Follow-up Services
- Retention and Re-engagement Strategies
- Compliance

Why We Are the Right Solution for You

1. *We are cost-effective.* We will improve your placement rate—and your reporting—at 1/10 of your cost per participant.
2. *We know placement.* Successful placement begins early in the program. We can help you better target your program toward placement while still keeping your focus on the program's benefit to current participants.
3. *We focus on placement so your team can focus on development.* Overworked and quickly burned-out case managers are common in vocational training programs. Our staff takes on the challenges of identifying opportunities, developing relationships with businesses, and connecting participants with placements so that your staff can concentrate on what they do best—helping participants build the skills they need to be competitive in the workforce.

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vocational training program and your participants by helping them overcome a key barrier to placement—access. We cultivate the relationships with employers that result in opportunities your participants might otherwise not be able to find.

Vocational training programs have neither the resources nor the need to dedicate a staff member solely to placement. With CWD, you get the benefit of full-time placement expertise without having to invest in a full-time resource.

How It Works

CWD pools candidates from local workforce development programs to create a job placement service that benefits everyone involved. Our services improve the chances of placement for each of your participants, increase the number of employers wanting to hire participants, and provide the significant amount of time required to ensure each placement works for both the employer and the employee.

We also extend the relationship with your program participants—we monitor their progress as they move from one job to the next to ensure that not just good placement figures are made, but that participants realize the full promise of the program: Their lives improve because of their participation.

What We Offer

Placement. CWD has a dedicated staff of career developers whose sole job is building relationships with employers and finding employment opportunities for program participants. Career developers' unique skill set is selling employers on the value of candidates from job training/workforce development programs. Our experts match the strengths of programs and participants with the needs of a wide range of employers based on skill sets, growth potential, wages, and personality. Career developers also assist employers in taking advantage of available tax incentives and ease any early workplace difficulties.

On-the Job Follow-up Services. Training participants in job skills throughout the length of their program is important for their post-program success. CWD has a proven curriculum that prepares youth for the world of work, and we work with clients to integrate this curriculum into other courses of study. During placement, we continue to work with youth to make their post program experience as successful as their program experience.

Retention and Re-engagement Strategies. CWD staff work with participants to get the job, keep the job, and find a new job. Our experience shows that most participants, on average, will have three placements in the first year. We dedicate significant resources to working with you and collecting and analyzing data to fine tune their programs. We maintain records on all participants and return that data with analysis. We also show our clients how to use the data to improve all program outcomes.



Compliance. Federal laws are complex and often confusing. Are internships an acceptable placement? Can an employer be subsidized? What constitutes continuous employment? Does additional training count as a placement? CWD knows the WIA Common Measures rules and stays on top of the regulations to ensure that your program remains compliant, reflects the most current placement practices, and is able to take advantage of all potential opportunities.

Comparative Advantages to Working with CWD

- For approximately \$1600 per student cost per participant, we will improve your placement rate—which most likely relates to over half of your reporting criteria.
- We can provide advice on how to make program adjustments that lead to greater placement success. Our thorough understanding of the federal and state regulations regarding workforce development provides you with an ability to improve your program while still providing significant benefit to your participants.
- Hiring our team expands your resources exponentially without the costs of salary and overhead associated with full-time staff. Our career developers interact with businesses, participants, and program staff. Our support staff record numbers, place reminder calls, and provide updates. Our data analysts focus on numbers management and feedback. For the cost of one person (without benefits) you receive the support of an entire team.

We look forward to giving your program a competitive advantage when it comes to placement. Let us help you provide your participants with a successful future.